

## DSC-W70/B

Cyber-shot® Digital Still Camera

▲ Step-up

◆ New

Compact design, 7.2 megapixel performance. Sony Cyber-shot® DSC-W70 offers amazing value and performance -- 7.2 megapixels for big prints and tight crops, Carl Zeiss® 3X Optical zoom, High Sensitivity Mode, 58 MB Internal Memory for capturing images in-camera, 2.5" LCD screen with on-screen Function Guide and Stamina® Lithium Ion battery.

- ▲ **7.2 Megapixel Super HAD™ CCD**  
Higher megapixels gives you more detail and definition for large prints and cropping in on your subject. Sony's advanced Super HAD (Hole Accumulated Diode) CCD design allows more light to pass to each pixel, increasing sensitivity and reducing noise.
- **Large 2.5" LCD Screen**  
The DSC-W70 has a bright 2.5" LCD screen for setting up and viewing images -- with a one touch "Play" button that makes it quick and easy to view your photos.
- ◆ **Simple Controls, Function Guide**  
User-friendly controls and simple on-screen Function Guide text/icon display help you set up camera functions -- and you'll have greater creative freedom to adjust color mode including "Natural" for subtle colors and "Rich" for more intense colors), sensitivity, brightness and image size.
- **High Sensitivity Mode**  
A new High Sensitivity Mode (ISO 1000) allows you to shoot with great results in low-light conditions -- and Sony's original Clear RAW NR™ (Noise Reduction) image processing technology helps suppress the color noise that can accompany high-sensitivity shooting.
- **Carl Zeiss® 3X Optical/2X Digital Zoom/6X Total Zoom**  
3X Optical Zoom helps the DSC-W70 bring distant subjects closer and lets you frame shots for better composition; Sony's precision 2X Digital Zoom provides an additional 2X magnification to zoom in close without jagged edges.
- **Stamina® Battery Power**  
With its powerful Lithium Ion rechargeable battery, the DSC-W70 can capture up to 360<sup>2</sup> images -- enough for a week of shooting. The compact BC-CSG Battery Charger is also supplied for battery recharging on the go.
- ▲ **14X Smart Zoom™ Feature<sup>3</sup>**  
Sony's Smart Zoom feature lets you magnify your subject beyond the 3x optical zoom - to 3.6x (5MP), 4.5x (3MP), even 14x (VGA). By intelligently cropping into the central portion of the scene, it avoids the image distortion of other digital zooms.
- **Capture Images In-Camera**  
With 58 MB Internal Memory, the DSC-W70 allows you to shoot without a flash memory card -- then transfer your images to optional Memory Stick™ Duo media, upload to your computer or make prints on your digital printer.
- **Memory Stick Duo™ Media**  
The DSC-W70 has a built-in slot for optional Memory Stick Duo™ or higher-capacity Memory Stick PRO Duo™ media -- the ultra compact media for shooting, storing and sharing your photo images.



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## Specifications

### General

Megapixel: 7.2 MP  
Imaging Device: 1/2.5" Super HAD™ CCD  
Recording Media: 58MB<sup>1</sup> internal Flash  
Memory, optional Memory Stick™ DUO Media, optional Memory Stick DUO PRO™ Media

### Convenience

White Balance: Automatic, Cloudy, Daylight, Fluorescent, Incandescent, Flash  
Self Timer: Yes (10 seconds, 2 seconds, Off)  
Memory Stick PRO™ Media Compatibility: Tested to support up to 2GB Memory Stick DUO PRO™ media capacity; does not support Access Control security function.  
Still Image Mode(s): Burst, JPEG (Fine/Standard), Multi-Burst  
Red-Eye Reduction: Yes (On/Off, all modes)  
Burst Mode: 4 Shot at 1.11 fps (7.2MP JPEG fine), 100 Shot VGA at 1.25 fps (JPEG std.)  
Erase/Protect: Yes/Yes  
Date/Time Stamp: No/ No  
Media/Battery Indicator: Yes/Yes  
Color Mode(s): Black & White, Natural, Rich, Sepia

### Convenience Features

Real Imaging Processor™ Technology: Yes  
AF Illuminator Light: Yes  
PictBridge Compatible: Yes  
Multi-Pattern Measuring: Yes, 49-segment  
SteadyShot® Image Stabilization: N/A  
Clear RAW NR: Yes  
Scene Mode(s): Beach, High Sensitivity, Landscape, Snow, Soft Snap, Twilight, Twilight Portrait  
Movie Mode(s): MPEG VX Fine with Audio (640x480 at 30fps) (MPEG VX Fine requires Memory Stick DUO PRO™ media), MPEG VX Standard with Audio (640x480 at 16fps), Video Mail with Audio (160x112 at 8fps).  
Power Save Mode: Yes (after approx. 3 min. of inactivity)

### Inputs and Outputs

Accessory Terminal: N/A  
Audio/Video Output(s): Yes via Multi-Use Connector  
USB Port(s): Yes (Supports USB 2.0<sup>4</sup>)

### Hardware

LCD: 2.5" (115K Pixels TFT LCD Screen)  
Viewfinder: Optical  
Lens Construction: 6 Elements in 5 Groups, 3 Aspheric Elements  
Microphone/Speaker: Yes/ Yes  
Lens Type: Carl Zeiss® Vario-Tessar®  
Docking Station: N/A

### Operating Conditions

Flash Effective Range: ISO Auto: 7-7/8" to 12' (0.2-3.7m)(W), ISO 1000: 6" to 21' (0.2-6.5m)(W)  
Flash Mode(s): Auto, Forced On, Forced Off, Slow Synch, Daylight Fill

### Optics/Lens

Focal Length: 6.3 - 18.9mm  
35mm Equivalent: 38 - 114 mm  
Focus: 5 Area Multi-Point AF, Center AF  
Focal Distance: 4-3/4" (12 cm) (W), 19-3/4" (50cm) (T)  
Aperture Range: f2.8-7.1(W), f5.2-13(T)

Shutter Speed: 1/8-1/2000 sec. (Auto), 1-1/2000 sec. (Program Auto)  
Exposure Compensation: ±2.0 EV, 1/3 EV Step Increments  
ISO: Auto, 100, 200, 400, 800, 1000  
Filter Diameter: 30mm (with VAD-WB Adapter Ring)  
Smart Zoom® Technology: Up to 3.6X (5MP), 4.5X (3MP), 5.6X (2MP), 14X (VGA Resolution)<sup>3</sup>  
Digital Zoom: 0-2.0X (Precision)  
Optical Zoom: 3X  
Macro Mode: Yes  
Total Zoom: 6X  
Minimum Focus Distance: 19.7" (50cm) Normal, 0.74" (2cm) Macro

### Power

Battery Type: Lithium-Ion NP-BG1  
Battery Capacity: 3.6V, 960 mAh

### Software

Supplied Software: Cyber-shot® Viewer Vers 1.0 + USB Driver, (Windows®)  
Operating System Compatibility: Microsoft® 2000 Professional, Me, XP Home and Professional; Macintosh® OS 9.1/9.2/OS X (10.0-10.4)

### Dimensions

Weight: 4.7 oz (127 g) Body; 5.8 oz. (157 g) including Battery and optional Memory Stick™ DUO Media  
Measurements: 3 1/2" x 2 1/4" x 7/8" (89 x 57 x 23 mm)

### Service and Warranty Information

Limited Warranty Term: 1 Year Parts & Labor

### Supplied Accessories

NP-BG1 rechargeable battery  
BC-CSG battery charger  
A/V and USB multi-connector cables  
Wrist strap  
Software CD-ROM  
Note: No Memory Stick® DUO media or adaptors are included.

### Optional Accessories

Accessory Kit (ACC-CLG)  
Rechargeable Lithium-Ion Battery (NP-BG1)  
Travel Charger (BC-TRG)  
AC Power adaptor (AC-LS5K)  
Soft Carrying Case (LCS-WE)  
Soft Carrying Case (LCJ-WF)  
Conversion Lens Adaptor Mount (VAD-WB)  
Wide Angle Conversion Lens (VCL-DH0730)  
Telephoto Conversion Lens (VCL-DH1730)  
Super Telephoto Conversion Lens (VCL-DH2630)  
Polarizing Kit Filter (VF-30CPKS)  
External Slave Flash w/Bracket (HVL-FSL1B)  
Memory Stick Duo PRO™ (MSX-256S)  
Memory Stick Duo PRO™ (MSX-512S)  
Memory Stick Duo PRO™ (MSX-1GST)  
Memory Stick Duo PRO™ (MSX-2GS)  
Memory Stick Duo Adaptor (MSAC-M2)  
Memory Stick Duo USB Adptr (MSAC-US40)

Color: Black  
UPC Code: 027242687226



## JPEG STILL IMAGE MODE

Fine/Standard Picture Quality

Memory Stick Duo™ Media <sup>1</sup>	3072x2304 7MP	3072x2048 7MP (3:2)	2592x1944 5MP	2048x1536 3MP	1920x1080 2MP (16:9)	640x480 VGA
32MB	9/18	9/18	12/23	20/37	33/61	196/491
64MB	18/36	18/36	25/48	41/74	66/123	394/985
128MB	37/73	37/73	51/96	82/149	133/246	790/1975
<b>Memory Stick PRO™ Duo Media<sup>1</sup></b>						
256MB	67/132	67/132	92/174	148/264	238/446	1428/3571
512MB	137/268	137/268	188/354	302/537	484/907	2904/7261
1GB	279/548	279/548	384/723	617/1098	988/1852	5928/14821
2GB	573/1125	573/1125	789/1482	1266/2250	2025/3798	12154/30385
<b>Internal Memory</b>						
58MB	16/33	16/33	23/43	37/67	60/111	357/892



## MPEG MOVIE MODE

Maximum Recording Time

Memory Stick Duo™ Media <sup>1</sup>	MPEG VX (640x480) Fine	MPEG VX (640x480) Standard	Video Mail (160x112)
32MB	—	1m 20s	22m 40s
64MB	—	2m 50s	45m 30s
128MB	—	5m 50s	1h 31m 30s
<b>Memory Stick PRO Duo™ Media<sup>1</sup></b>			
256MB	2m 50s	10m 40s	2h 51m 20s
512MB	6m	21m 40s	5h 47m
1GB	12m 20s	44m 20s	11h 44m 20s
2GB	25m 10s	1h 31m	24h 18m 20s
<b>Internal Memory</b>			
58MB	—	2m 30s	42m 40s

- 1: Viewable area, measured diagonally
- 2: Under average conditions; when fully charged, actual results may vary based on camera settings and conditions of use.
- 3: Smart Zoom® feature will not work at highest resolution setting.
- 4: Not all products with USB connectors may communicate with each other due to chip-set variations
5. A portion of the memory is used for data management purposes.

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